

A photograph of two women in a library setting. The woman on the left has dark, wavy hair and is wearing a dark grey long-sleeved shirt. She has her hands clasped near her chin and a thoughtful expression. The woman on the right has curly brown hair, wears glasses, and a blue denim shirt with a blue lanyard. She is looking down at a laptop on a desk. The background shows bookshelves filled with books.

How myday assists with recruiting adult learners and non-traditional students

Introduction

Academic institutions not only have to appeal to prospective students and be respected by employers to be successful, but they also need to offer flexible learning options.

This guide outlines how myday can help support flexible, hybrid learning and assist with the recruitment of adult learners and non-traditional students. Some considerations listed in this guide include:

- Offering flexibility
- Recognise emotion and offer support
- Keeping it personal through tailored experiences

As a result of the ongoing Covid-19 pandemic, and subsequent economic downturn, student numbers will rise as *“people want more education because the alternatives – underemployment or unemployment – are worse and having more skills can protect you against the economic chill winds.”* *

Coupled with this, many of those rising student numbers will be adult learners or ‘non-traditional’ students. This type of student is typically defined as being over 25, either returning to education or about to enrol in higher education for the first time. They may also have dependents or be carers and they might also be trying to fit their education around employment.

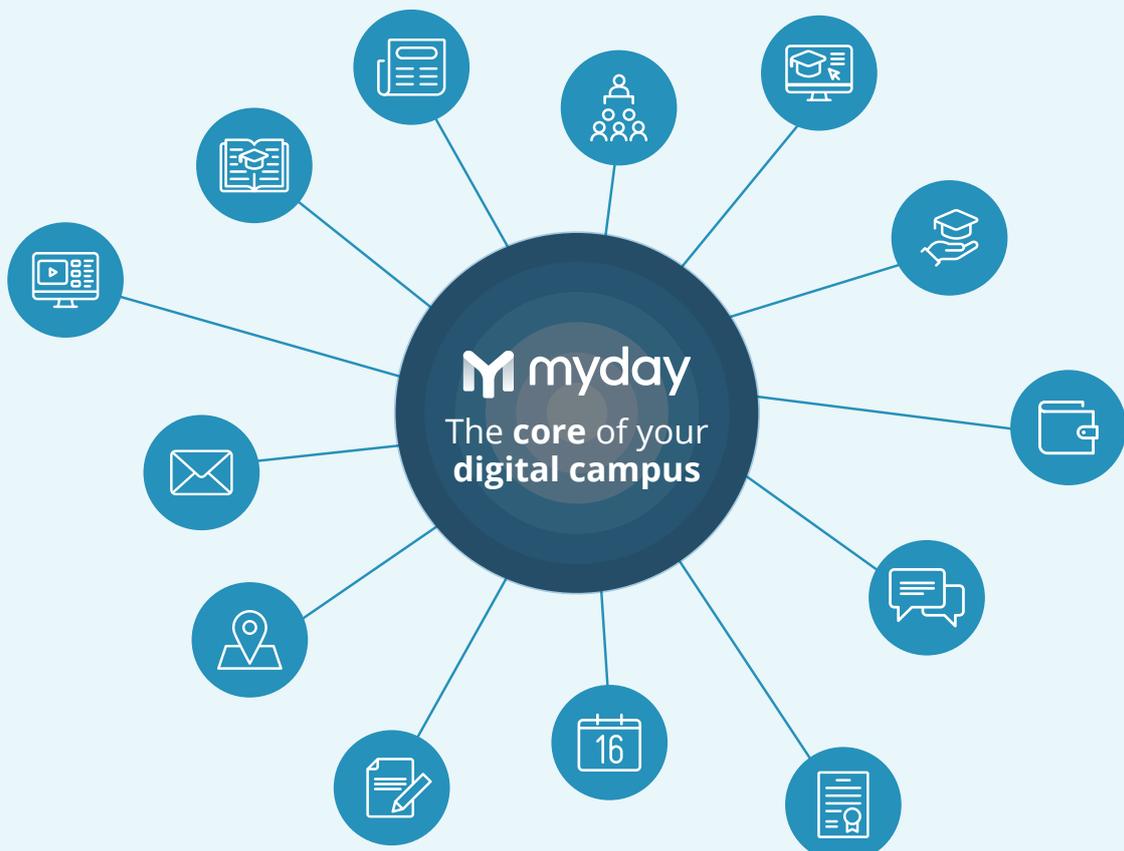
There is undoubtedly a need to invest in developing new and innovative ways to appeal to and meet the future needs of students as well as employers and society. Despite the initial rise in student numbers, institutions will need to maintain and grow their student numbers in the future over the longer term. As competition for students and places increases too, education establishments will need to closely address student engagement and satisfaction. These are just two areas to focus on when recruiting non-traditional learners. Read on to find out more and how myday assists with recruiting this demographic.

* timeshighereducation.com/opinion/covid-19-could-be-curse-graduates-boon-universities

What do you need to consider and how can a student engagement tool help recruit non-traditional learners?

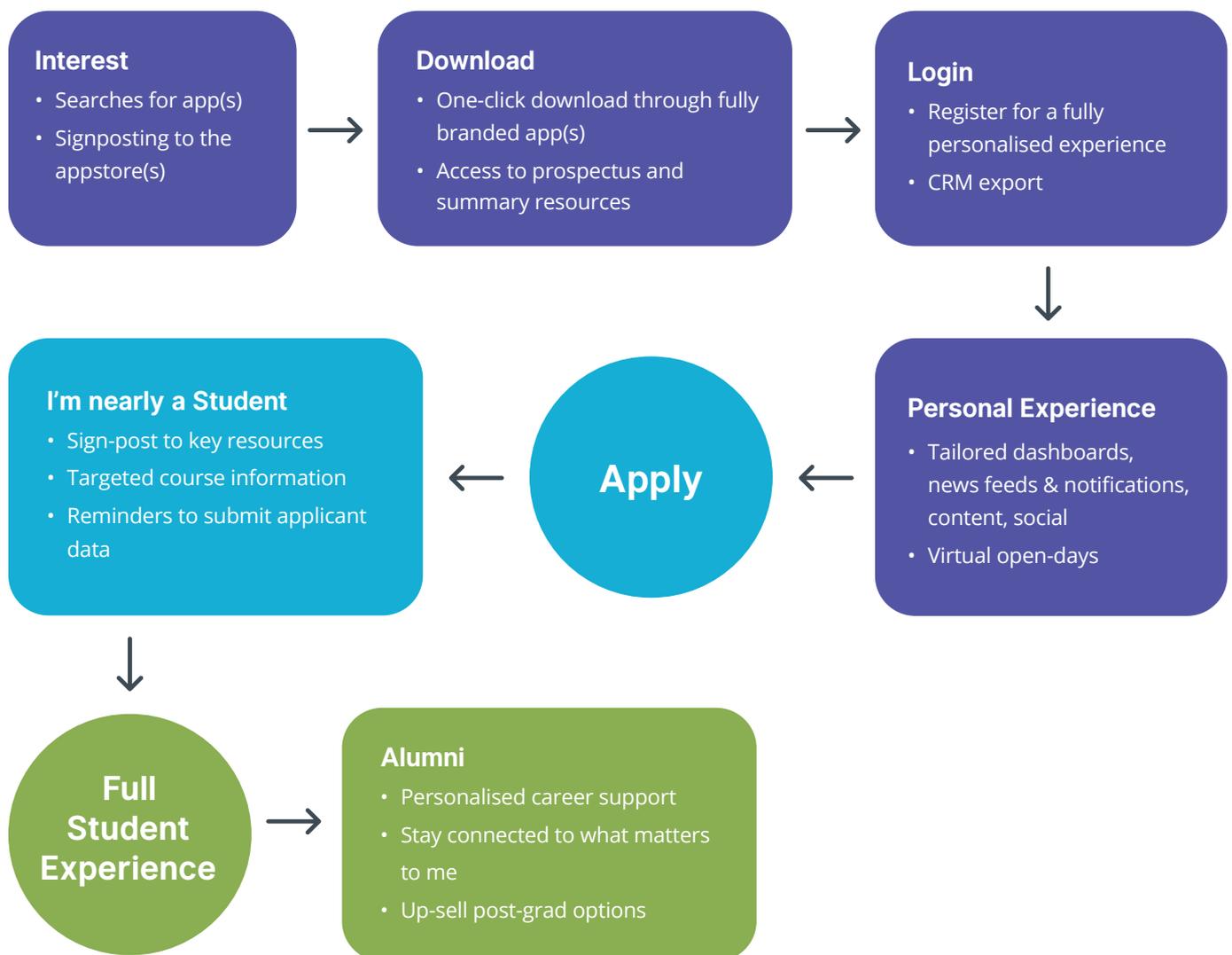
1. Offering Flexibility

Your prospective adult students want to know they will be offered flexibility. This needs to be both in the way that they learn but also how they interact with your organisation. A student app and portal offers complete flexibility – access wherever and whenever and a consistent experience regardless of device type. For example, if they're making their way onto campus they can check the transport information on their app and what room their session may be taking place in with directions to assist navigating large and complex campuses. Once on campus whether they log in on their laptop or a shared institutional PC, the experience will be the same and the dashboard will signpost them to outstanding tasks, unread alerts and emails, or link them to the many academic systems they use to succeed in their studies.



Flexibility must be offered across all aspects of the student experience and recruitment process even before a student steps foot on campus or enrolls with the organisation. A prospects dashboard, for example, would showcase everything a potential student would need to know and would provide a flexible and efficient way for them to interact with the organisation even before choosing to attend. When students have so much choice over where to study, offering a personalised dashboard for prospects could be something other institutions don't have and creates an edge against the competition. Most importantly, serving information to prospective students in easy to consume and digitally native ways will garner engagement and preference to your institution.

The “app”licant journey

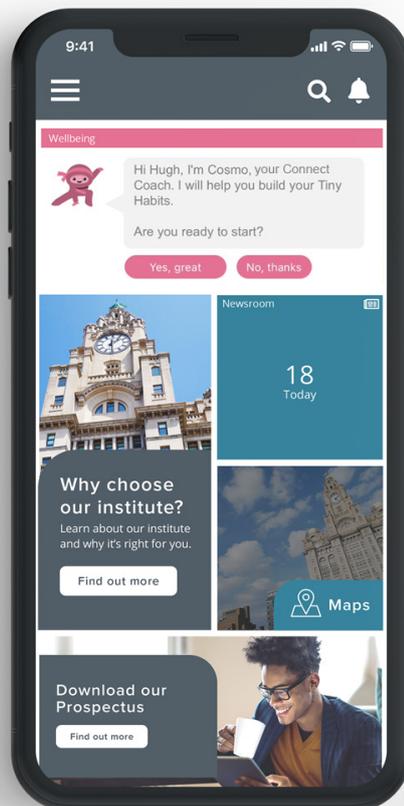


2. Recognise emotion and offer support

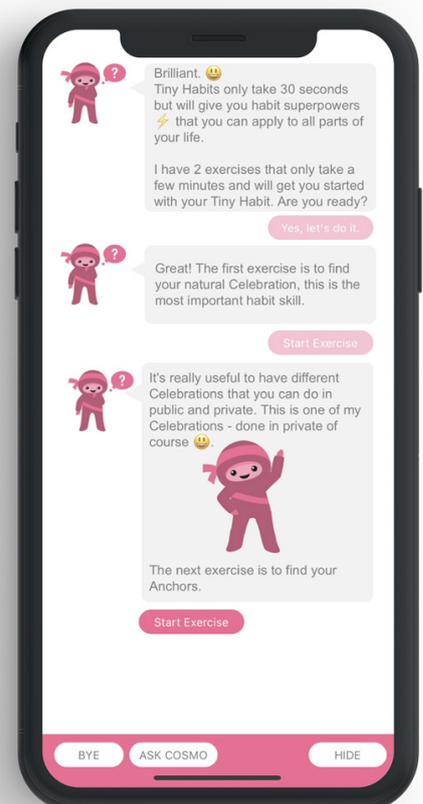
As well as requiring flexibility in the way they learn and interact with an education establishment, adult and non-traditional learners may well also need different marketing and informational materials as well as different kinds and levels of support once they enrol. Marketing messaging aimed at young people moving from school to college, who are leaving home for the first time to live on-campus to someone returning to education later in life, will be completely different and need to strike another tone and show an appreciation for emotion. It's a big step for someone to choose to return to education – as well as emotionally, financially too for example.

They will be approaching this prospective journey with potentially some trepidation. The ways a non-traditional student may research and want to interact with an organisation will be different to that to a school or college leaver. A convoluted application process will be intimidating and off-putting so streamline it with unique targeted experiences with rich and easy to consume content. Your prospective students will then feel engaged and empowered to make the decision to apply to your institution. Using technology is key to this success, making information and content available on all platform and being consistent across your brand and experience is essential.

Once enrolled and during the course of their studies, consider promoting wellbeing resources and content to empower your students to consciously look after their mental health. For older learners this is paramount to success as they have different motivations and pressures to younger learner. They may have dependents to care for, be balancing a job with their education, or simply may not have engaged with formal education for many years and are nervous about the structure and discipline needed to succeed.




UniWellBeing

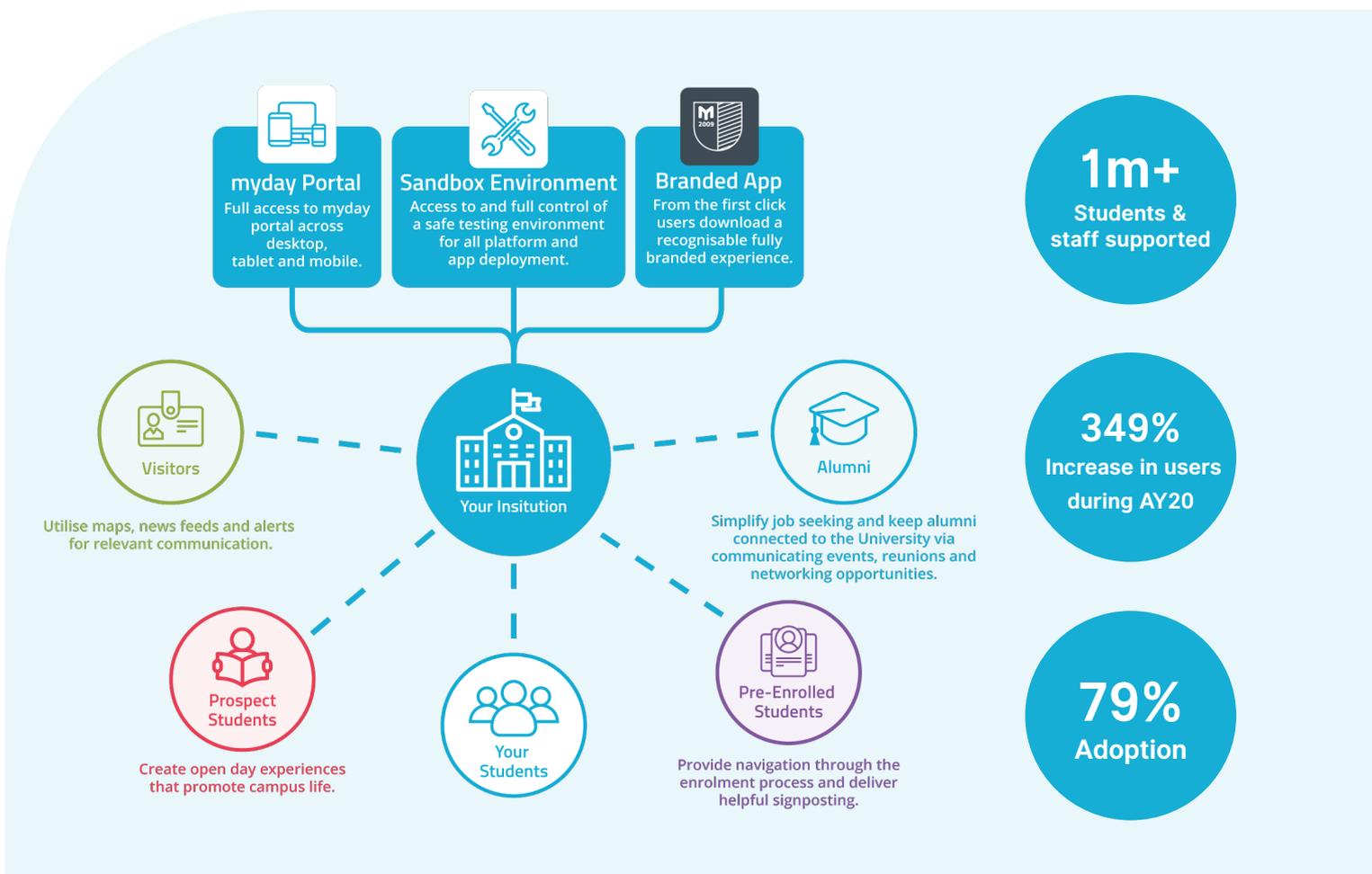


3. Keeping it personal

Tailor content to your users regardless of where they are on their learning journey. Right from applicant through to alumni, create multiple, targeted dashboards for specific users.

Targeted content personal to the user helps with engagement – engage with your learners on their device of choice and help them find information relevant to their role, area of study or interest. Target and direct users to this content through banner adverts and push notifications, ensuring that you deliver the right message to the right person at the right time.

As well as customising the experience for your users, they can also customise their own app including how it looks and what information is shown in a particular order.



“To have everything together on one app just a tap of a tile and you’re there - outstanding. It can be overwhelming having several different platforms to register/log in to etc. So, the HWB is just perfect.”

– A new student at the University of Wales Trinity Saint David

★★★★☆ 4.1/5

From recent survey of Student Portal & App experience

Conclusion

This guide has listed some of the considerations academic institutions need to be aware of when recruiting non-traditional students and adult learners and how myday can help assist not only with appealing to this particular demographic but also making their enrolment process seamless and streamlined as well as assisting with engagement.

myday assists you and your institution in supporting blended learning and enables you to offer flexibility in how learners engage with the institution – on campus, online or on the move via both the portal and app. Before a student even sets foot on campus and even whilst researching study options, they can interact with your institution in a multitude of ways and in the way they want to and feel comfortable with. Once enrolled, targeted supportive content can be shared with learners ensuring they feel supported and cared for. By offering flexibility, recognising learners' emotions and tailored, targeted content throughout the student journey via the myday platform, increasing student engagement.

Hopefully these considerations have shown how you can myday to engage with your students and prospects and how you can tailor your marketing messaging and content to engage with your students and prospects.

myday is a complete digital campus. A portal and mobile app solution that improves student engagement, satisfaction & results, supporting the whole student lifecycle.

The myday digital campus software addresses all of the considerations listed within this guide and much more.

**Learn more about myday at
myday.collabco.com**

If you would like to talk to one of our advisors today about any of the information included in this guide or how myday can assist with the recruitment of adult learners and non-traditional students as well as increase engagement then

**please call +44 (0) 0151 433 0696
or email info@collabco.com**